

# ASIST STRATEGIC PLAN WORKPLAN AND STATUS

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Number	Status	Goal	Objective
1.1.2.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.1:</b> Retain both new and continuing members	<b>Objective 2:</b> Promote job and internship listings available through ASIS&T listservs that are only available to members.
1.1.3.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.1:</b> Retain both new and continuing members	<b>Objective 3:</b> Develop workshops, trainings, and/or other activities that help members participate more fully in ASIS&T initiatives (e.g., develop workshops on writing for JASIST).
1.1.4.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.1:</b> Retain both new and continuing members	<b>Objective 4:</b> Create a “Member of the Month” feature on the ASIS&T website to highlight the breadth of membership and to celebrate individual success and contributions to the Association.
1.1.5.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.1:</b> Retain both new and continuing members	<b>Objective 5:</b> Ensure the smooth onboarding of new members and leaders by facilitating personal connections with existing members and leaders.
1.1.6.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.1:</b> Retain both new and continuing members	<b>Objective 6:</b> Review benefits for institutional members to determine what would attract and retain institutional members.
1.2.3.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.2:</b> Increase regular memberships	<b>Objective 3:</b> Regularly gather testimonials about the value of membership and post them prominently on the ASIS&T website and share them via social media.
1.4.4.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.4:</b> Attract new academic, professional, and institutional members	<b>Objective 4:</b> Provide a forum for ongoing discussions on specific areas of information science to define a “baseline” or “bluebook” agreed upon by the ASIS&T members (i.e., forum discussion would define a glossary of terms such as “knowledge management”).
1.4.5.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.4:</b> Attract new academic, professional, and institutional members	<b>Objective 5:</b> Provide more attractive incentives for institutional members, such as reduced membership rates and meeting registrations for a maximum number of individuals within an institution.
1.5.2.	Complete	<b>Strategic Direction 1: Membership</b> <b>Goal 1.5:</b> Improve membership system integration and access	<b>Objective 2:</b> Develop the capability to create a member profile that can be ported to other services/technologies, and can be used within the Association for various purposes, such as creating speaker bios for use during conferences, identifying potential speakers for upcoming programs, matching mentors and mentees, connecting new members with the chapter in their geographic region, and creating stories as part of Strategic Direction 4: Outreach/Publicity/Advocacy.

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2.3.2.	Complete	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.3:</b> Expand and strengthen programs and services at the local/regional, SIG, and international levels.	<b>Objective 2:</b> Engage members at local levels through local meet ups, regional events (mini Annual Meetings), etc.
2.3.6.	Complete	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.3:</b> Expand and strengthen programs and services at the local/regional, SIG, and international levels.	<b>Objective 6:</b> Develop a mentorship program to cultivate leaders from regional chapters and SIGs.
2.4.1.	Complete	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.4:</b> Introduce a variety of mentoring programs for academic and professional leadership	<b>Objective 1:</b> Create a doctoral consortium program for doctoral students
2.4.2.	Complete	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.4:</b> Introduce a variety of mentoring programs for academic and professional leadership	<b>Objective 2:</b> Create a leadership preparation program that provides training and support for new and emerging leaders at all levels of the Association.
2.4.3.	Complete	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.4:</b> Introduce a variety of mentoring programs for academic and professional leadership	<b>Objective 3:</b> Develop a career mentorship program that provides career support and advice to scholars and professionals.
3.1.4.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.1:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 4:</b> Create staff position(s) to assess and manage communications, social media, and outreach, with the aim to increase communication within membership, visibility with non-members globally, and visibility with employers/industry globally by developing social media policies and processes; reviewing social media analytics; creating new and better platforms for dissemination of information; and reaching out to members for online news and content.
3.2.3.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.2:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 3:</b> Promote a range of presentation-types (such as lightening talks and interactive sessions at Annual Meeting; offer opportunities for people to participate virtually during the Annual Meeting).
3.2.4.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.2:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 4:</b> Develop activities that foster connecting (such as speed mentoring/networking, based on the speed dating model).
3.2.5.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.2:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 5:</b> Provide more publication support (e.g., pre-previewing and providing "First Draft" feedback on ideas, proposals, posters, and papers; offering mentoring activities to help writers).

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3.2.6.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.2:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 6:</b> Archive publications by developing an ASIS&T Repository.
3.2.7.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.2:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 7:</b> Provide enhanced member-exclusive content that gives members reasons to visit and log into the ASIS&T website (e.g., for news updates on technology and information environments, events in higher education, and research relevant to ASIS&T members).
3.3.1.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.3:</b> Re-envision and strengthen the Annual Meeting Proceedings, exploring ways to enable the AM Chairs and reviewers to get scholarly publishing credit for their contributions	<b>Objective 1:</b> Gather input from past AM chairs, reviewers and scholars on the amount of time spent on the process for developing the Proceedings.
3.3.2.	Complete	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.3:</b> Re-envision and strengthen the Annual Meeting Proceedings, exploring ways to enable the AM Chairs and reviewers to get scholarly publishing credit for their contributions	<b>Objective 2:</b> Analyze data and propose methods for handling credit and strengthening the Proceedings.
4.1.1.	Complete	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.1:</b> Improve communications with ASIS&T members regarding Association activities and resources	<b>Objective 1:</b> Feature enriched content on the website and monthly emails – driving more regular visits to the ASIS&T website.
4.1.2.	Complete	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.1:</b> Improve communications with ASIS&T members regarding Association activities and resources	<b>Objective 2:</b> Review social media analytics to develop a plan for communication that includes social media based member and non-member preferences.
4.2.2.	Complete	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 2:</b> Enable each member to become an ASIS&T Ambassador by providing necessary collateral material and talking points.
4.3.1.	Complete	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.3:</b> Explore ways to bring ASIS&T into policy debates and media coverage of current events	<b>Objective 1:</b> Reach out to affiliated organizations to determine if there is an opportunity to collaborate around public policy issues.

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5.1.1.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.1:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T	<b>Objective 1:</b> Assess the current knowledge management practices of the ASIS&T community (Board, HQ, SIGs and Chapters, past, current Presidents, etc.).
5.1.2.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.1:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 2:</b> Assess what institutional knowledge is currently available (Board, SIGs, Chapters, AM Chairs, etc.) and where it is currently stored (ASIS&T server, with current and past Chairs
5.1.3.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.1:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 3:</b> Clarify the organizational and governance structure of ASIS&T
5.1.4.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.1:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 4:</b> Identify the user groups and the information needs of each group who will be using the institutional knowledge.
5.1.5.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.1:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 5:</b> Work with HQ to determine what institutional knowledge is stored on ASIS&T server and other locations
5.2.2.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.2:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T	<b>Objective 2:</b> Develop a manual for Annual Meeting (AM) Chairs/Co-Chairs which includes capture process and best practices
5.2.3.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.2:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 3:</b> Add data management provision to Board, SIG, Chapter, and AM Chair reports.
5.2.4.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.2:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 4:</b> Define and build continuity structures into every leadership structure, develop induction and training kits for new leaders, and update all officers' manuals.
5.2.5.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.2:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 5:</b> Capture HQ staff members' tacit knowledge and engage in succession planning strategies by shadowing HQ staff members.
5.3.1.	Complete	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.3:</b> Implement processes and practices to preserve the institutional knowledge of the ASIS&T community	<b>Objective 1:</b> Investigate best solution for future access to asist knowledge repository.

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1.1.1.	In Process	<b>Strategic Direction 1: Membership</b> <b>Goal 1.1:</b> Retain both new and continuing members	<b>Objective 1:</b> Develop innovative programming and/or a new publication that keeps existing academic, professional, and institutional members in the Association.
1.2.1.	In Process	<b>Strategic Direction 1: Membership</b> <b>Goal 1.2:</b> Increase regular memberships	<b>Objective 1:</b> Increase regular memberships annually by 0.5% through an outreach/publicity campaign (e.g., by targeting non-members who attend ASIS&T programs, reaching out to recently lapsed members, utilizing radio and Internet/Web advertisement media, etc.).
1.2.2.	In Process	<b>Strategic Direction 1: Membership</b> <b>Goal 1.2:</b> Increase regular memberships	<b>Objective 2:</b> Develop a membership-marketing program with “sister” societies and associations, with the aim of adding 100 regular members within the first year.
1.3.1.	In Process	<b>Strategic Direction 1: Membership</b> <b>Goal 1.3:</b> Increase student and transitional memberships	<b>Objective 1:</b> Develop a clearer definition of a Student Chapter and its relationship to a regional chapter.
1.3.3.	In Process	<b>Strategic Direction 1: Membership</b> <b>Goal 1.3:</b> Increase student and transitional memberships	<b>Objective 3:</b> Create a Transitional Mentoring Program for student members that encourages them to register as transitional members and then on to full regular membership within 3 years.
1.4.1.	In Process	<b>Strategic Direction 1: Membership</b> <b>Goal 1.4:</b> Attract new academic, professional, and institutional members	<b>Objective 1:</b> Clearly articulate value propositions for various groups of members and make marketing materials available in multiple languages.
1.4.3.	In Process	<b>Strategic Direction 1: Membership</b> <b>Goal 1.4:</b> Attract new academic, professional, and institutional members	<b>Objective 3:</b> Attract more professionals to ASIS&T by showcasing ‘information science in practice’ at Annual Meetings and Chapter/SIG events.
2.1.1.	In Process	<b>Strategic Direction 2: Programs/Services/Mentoring</b> <b>Goal 2.1:</b> Realign existing conferences, meetings, webinars, workshops, and other programs and services to meet more closely the needs of both academics and professionals.	<b>Objective 1:</b> Ensure that Annual Meeting programming is relevant to professionals by introducing new panels, tracks, and product showcases.
2.1.2.	In Process	<b>Strategic Direction 2: Programs/Services/Mentoring</b> <b>Goal 2.2:</b> Provide a more effective conduit between academics and professionals	<b>Objective 2:</b> Support virtual networking and collaboration between academics and professionals, for example by launching the First Draft, which is a pre-proposal, pre-publication, pre-presentation virtual space for ASIS&T members for frank and open discussions about their ideas.

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2.1.3.	In Process	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.1:</b> Realign existing conferences, meetings, webinars, workshops, and other programs and services to meet more closely the needs of both academics and professionals.	<b>Objective 3:</b> Initiate an internal speaker's bureau by developing a database of potential speakers, publicizing this tool on the ASIS&T website, and coordinating and linking the speaker's bureau database with the webinars.
2.2.1.	In Process	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.2:</b> Provide a more effective conduit between academics and professionals	<b>Objective 1:</b> Develop a publication with a range of content designed to appeal to academics and professionals, & evaluate the need for one or more new publications aimed at professionals and at other disciplines.
2.3.1.	In Process	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.3:</b> Expand and strengthen programs and services at the local/regional, SIG, and international levels.	<b>Objective 1:</b> Provide more virtual programs and events that enable greater engagement and participation of a broader range of members, regardless of their geographic location.
2.3.3.	In Process	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.3:</b> Expand and strengthen programs and services at the local/regional, SIG, and international levels.	<b>Objective 3:</b> Develop regional programs that can be "canned," be delivered to more than one location, and involve regional chapters, student chapters, special interest groups and international leaders, as needed.
2.3.4.	In Process	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.3:</b> Expand and strengthen programs and services at the local/regional, SIG, and international levels.	<b>Objective 4:</b> Develop more programs focused on soft skills, such as effective public speaking, program planning, assessment and evaluation tools (e.g., how to manage an effective focus group), running meetings (e.g., for committees, taskforces, work groups), and marketing/publicity.
2.3.5.	In Process	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.3:</b> Expand and strengthen programs and services at the local/regional, SIG, and international levels.	<b>Objective 5:</b> Assess and create structures that enhance collaborations within the Association between regional and student chapters and the Special Interest Groups, for example by matching luminaries in our profession with local or regional programs.
3.1.1.	In Process	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.1:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 1:</b> Re-envision and strengthen the position of JASIS&T as the premier publication by expanding the scope (e.g., practice-oriented/topicality/interdisciplinary) and accessibility and by reducing the publication time and refining the publication cycle.
3.1.2.	In Process	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.1:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 2:</b> Create alternative platforms for dissemination of communication, such as a virtual peer-review professional publication that highlights emerging technologies, discusses best practices, enables discussion via opinion pieces, disseminates pilot project results, and provides more "translational research" by making research easier to understand and apply to work situations.

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3.1.3.	In Process	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.1:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 3:</b> Explore partnership opportunities to enhance ASIS&T reach and to expand content within third party information professional publications (e.g., providing "The ASIS&T Perspective" opinion blog/column in Information Today or a similar publication)
3.2.1.	In Process	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.2:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 1:</b> Increase use of social media and other tools (such as Twitter, video podcasts, online forum for blogging, microblogging, and commenting, RSS feeds and monthly email blasts).
4.2.1.a.	In Process	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 1a:</b> Increase visibility and name recognition of ASIS&T outside the organization by developing marketing material and a vocabulary to talk about ASIS&T to non-members, employers, and members of other professional organizations.
4.2.1.b.	In Process	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 1b:</b> Increase visibility and name recognition of ASIS&T outside the organization by reviewing the website for language and content and including a section aimed at media, with contacts for ASIS&T experts in a variety of areas.
4.2.1.c.	In Process	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 1c:</b> Increase visibility and name recognition of ASIS&T outside the organization by encouraging chapters and regions to contribute materials (in their language) that promotes ASIS&T.
4.2.1.d.	In Process	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 1d:</b> Increase visibility and name recognition of ASIS&T outside the organization by conducting marketing research focused on identifying media outlets that reach the most current and potential members, such as through other conferences, radio ads, web advertising, etc.
5.1.6.	In Process	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.1:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T community	<b>Objective 6:</b> Document Board, SIG, Chapter, and AM Chairs' practices for capturing and preserving institutional knowledge by obtaining written testimonies from individuals within the ASIS&T community (past Presidents, chairs of SIGs, chairs of Chapters, SIG Cabinet Director, Chapter Assembly Directors, AM chairs, etc.)
5.2.1.	In Process	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.2:</b> Assess the current institutional knowledge and knowledge management practices of the ASIS&T	<b>Objective 1:</b> Formalize the capture process and best practices in officer manuals for the Board, SIGS and Chapters.
5.3.2.	In Process	<b>Strategic Direction 5: Institutional Knowledge</b> <b>Goal 5.3:</b> Implement processes and practices to preserve the institutional knowledge of the ASIS&T community	<b>Objective 2:</b> Conduct a usability study on the new archive after the information is migrated to the new archive to determine if all knowledge has been archived. Determine if the information is easily accessed by the different user groups. Recommend changes to the archive to the Board and implement them once approved.

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2.1.2.	Pending	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.1:</b> Realign existing conferences, meetings, webinars, workshops, and other programs and services to meet more closely the needs of both academics and professionals.	<b>Objective 2:</b> Pursue funding for awards for professionals that recognize their achievements and contributions to the Association.
4.2.1.e.	Pending	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 1e:</b> Increase visibility and name recognition of ASIS&T outside the organization by developing assessment tools that will evaluate the impact of publicity/outreach campaigns.
4.2.3.	Pending	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 3:</b> Make ASIS&T better known to employers by utilizing social media platforms such as YouTube to promote the profession
4.2.4.	Pending	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.2:</b> Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world	<b>Objective 4:</b> Make ASIS&T better known to other (learned) societies and associations by Leveraging current ASIS&T members' networks and developing sessions and panels comprised of ASIS&T members and submitting these proposals to sister conferences.
4.3.2.	Pending	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.3:</b> Explore ways to bring ASIS&T into policy debates and media coverage of current events	<b>Objective 2:</b> Create a roster of ASIS&T scholars who are interested in contributing to the public debate around various information matters.
4.3.4.	Pending	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.3:</b> Explore ways to bring ASIS&T into policy debates and media coverage of current events	<b>Objective 4:</b> Ask SIG IEP to facilitate training for ASIS&T members on how to communicate with policymakers and how to translate research into policy briefs, and invite policymakers to attend/speak at ASIS&T conferences and to meet members.
1.3.2.	Deleted	<b>Strategic Direction 1: Membership</b> <b>Goal 1.3:</b> Increase student and transitional memberships	<b>Objective 2:</b> Offer student members, within a year or at the time of joining, an ASIS&T email alias that they can continue to use when they transition to a regular member.
1.4.2.	Deleted	<b>Strategic Direction 1: Membership</b> <b>Goal 1.4:</b> Attract new academic, professional, and institutional members	<b>Objective 2:</b> Provide more opportunities for academics and professionals to benefit from and complement their respective skills and knowledge through programs, events, research collaboration, and other initiatives.
1.5.1.	Deleted	<b>Strategic Direction 1: Membership</b> <b>Goal 1.5:</b> Improve membership system integration and access	<b>Objective 1:</b> Integrate access to personal membership information with other services on the internet to provide seamless access, with proper security features, whether from another social network provider (e.g. signing in to ASIS&T membership database using LinkedIn account) and regardless of device/technology being used (e.g. tablet, mobile device).
2.4.4.	Deleted	<b>Strategic Direction 2:</b> Programs/Services/Mentoring <b>Goal 2.4:</b> Introduce a variety of mentoring programs for academic and professional leadership	<b>Objective 4:</b> Develop a mentoring program for students that matches them with new professionals (i.e., those who were recently students) to smooth the transition from student to professional.

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3.2.2.	Deleted	<b>Strategic Direction 3:</b> Publications/Communications/SM <b>Goal 3.2:</b> Improve the global impact of ASIS&T publications, communications and social media outlets	<b>Objective 2:</b> Expand communication through publications (such as writing articles for the Bulletin; developing a new student publication; increasing more content for information professionals; making research content from JASIS&T more accessible and applicable to professionals) and widely promote these communications/publications.
4.3.3.	Deleted	<b>Strategic Direction 4:</b> Publicity/Outreach/Advocacy <b>Goal 4.3:</b> Explore ways to bring ASIS&T into policy debates and media coverage of current events	<b>Objective 3:</b> Develop a Congressional Handbook

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